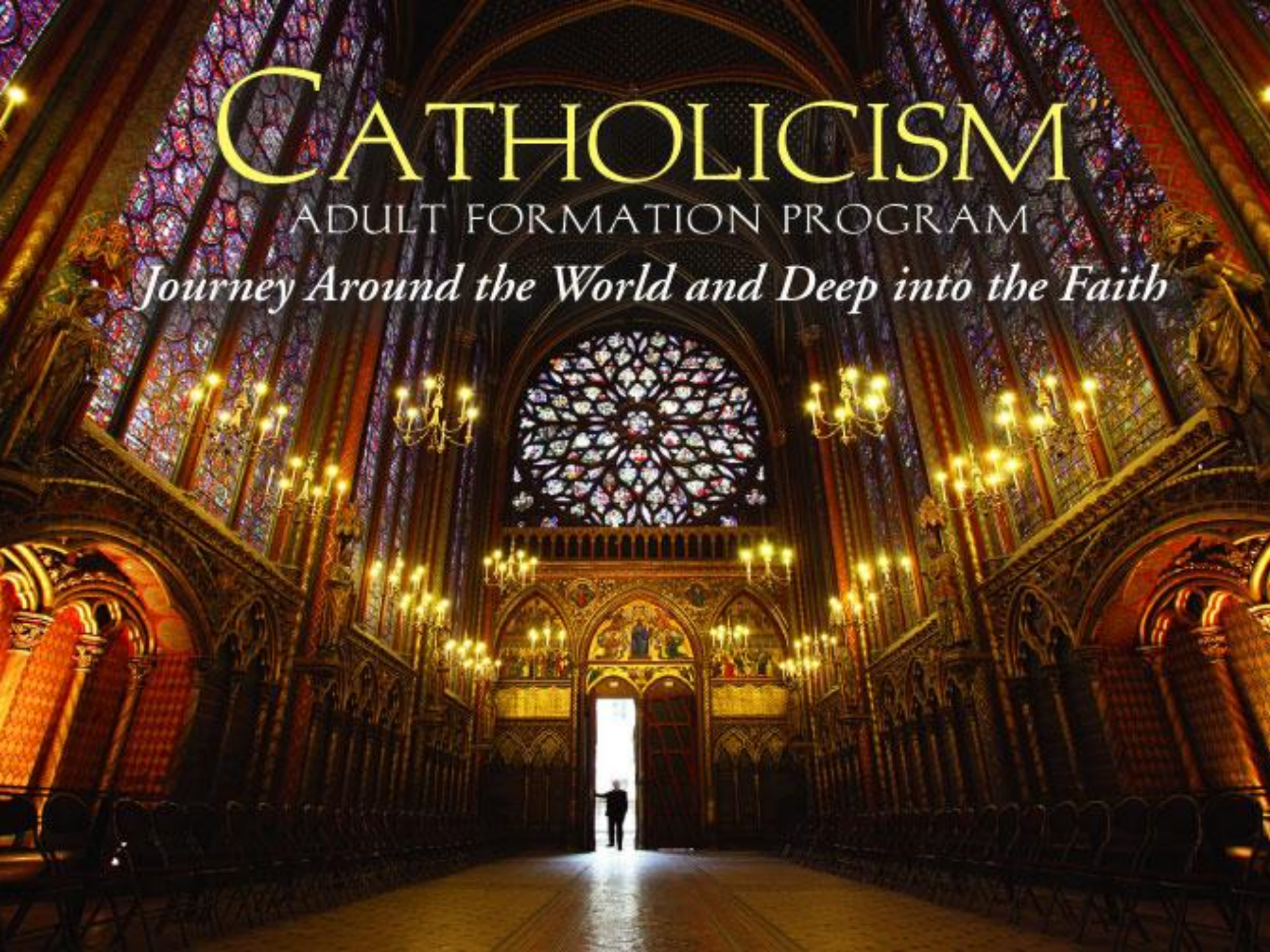


CATHOLICISM

ADULT FORMATION PROGRAM

Journey Around the World and Deep into the Faith



Webinar Agenda

- Early Success of CATHOLICISM
- Benefits of the CATHOLICISM Study Program
- Pilot Program Results
- Lesson Content
- Program Structure Options
- Study Program Materials
- Sales Opportunity



Early Success

Series and Study Program

Signs of a Catholic Blockbuster!

- 7,000+ DVD box sets shipped, mostly to individuals
- 1,900 Study Program Leader's Kits sold
- Extremely positive reactions from parishes, lay people and the press

Amazing Reviews

“Simply the most vivid catechism ever created; a high-def illustrated manuscript for the 21st century; the best-ever film about the Catholic faith.”

--The Catholic Thing blog

Amazing Reviews

"CATHOLICISM could well become one of the most significant efforts ever to advance 'The New Evangelization.'

This is the Catholic story told from inside, with knowledge, sympathy and passion, rooted in friendship with Jesus Christ."

--George Weigel, Pope John Paul II's biographer



Benefits of the Study Program

New Evangelization in Parishes

- ✦ Most Catholics learn about their religion primarily from the media
- ✦ Atheist attacks are relentlessly increasing
- ✦ Many parents want to explain and teach their children about Catholicism, but are not fully equipped
- ✦ Religious Ed catechists and teachers are often in need of more formation before passing on the Faith

*"Always be ready to give an explanation to anyone who asks you for a reason for your hope."
1 Peter 3:15*

- ✦ Fr. Barron's theological credentials and clear, direct presentation engages and motivates almost any adult
- ✦ Equips lay people to confidently share their Catholic beliefs with family, friends, coworkers
- ✦ Feeds spiritually-hungry adults
 - Does not compete with LCM kiosk program or Ignatius offerings
 - Provides relevant programs beyond Bible Studies

Multi-media *CATHOLICISM Study* Program

Breakthrough

**Substantive, catechetical content
in a visually compelling and engaging
format unlike any other
formation program**

Multi-media *CATHOLICISM Study* Program

Captivating

Shows and tells the story of what Catholics believe and why

- High definition DVDs shot in 50 locations throughout 15 countries that are rich with the beauty of the Church
- Insightful study guide commentary and questions reinforce and deepen the learning and spiritual experience

Multi-media *CATHOLICISM Study* Program

Reliable

Presents a well-rounded,
straightforward and balanced
approach, faithful to the teachings of
the Church

Multi-media *CATHOLICISM Study* Program

Transformative

The beauty, truth and goodness of *CATHOLICISM* will draw participants more deeply into their Faith, and help them share it with others

Who Can Benefit?

- RCIA programs
- Formation of Lay Leadership and Catechists
- Diaconate formation
- Support for those who come back to the Church through *Catholics Come Home* or other outreach
- Adult Catholics who were not fully catechized during their formative years
- College students and mature teens



Pilot Program Results

Pilot Program Endorsement

95% of participants said they would **recommend** the program to other Catholic groups.

Many also said it made them “feel **proud** to be a Catholic.”

Pilot Program Testimonials

"This program gets at the heart of the Catholic faith. I believe it is beneficial both to long-time Catholics who have never learned or who have forgotten why we do the things we do and why we believe the things we believe and for new Catholics or non-Catholics seeking to learn more about our faith. Its approach is intellectual, but accessible."

Pilot Program Testimonial

"I thought that the material was presented in a good way and from a different angle from the one that I am used to seeing from modern scholars. I enjoyed the program and I do believe that the Church in America needs to renew its focus on catechesis."

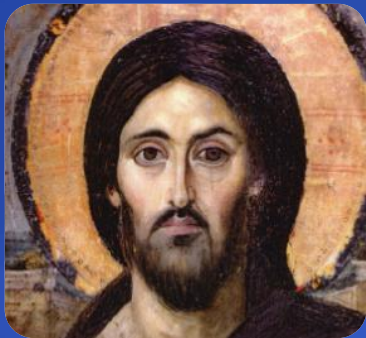
Pilot Program Testimonial

"I like that the DVD is backed up with a study guide, so you can simply watch and absorb the DVD and then contemplate what you've seen and heard with the help of the commentary and study guide."

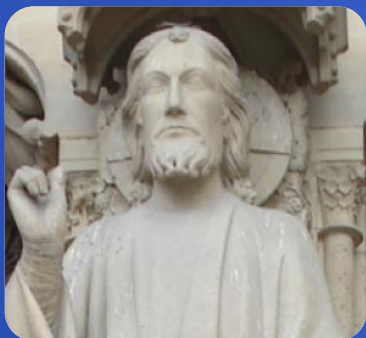


Lesson Content

11 Lessons plus Intro Session



LESSON ONE:
Amazed and Afraid –
The Revelation of God
Become Man



LESSON TWO:
Happy Are We –
The Teachings of
Jesus



LESSON THREE:
The Ineffable Mystery of God –
That Than Which Nothing Greater
Can Be Thought

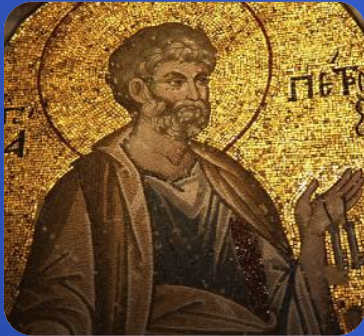


LESSON FOUR:

Our Tainted Nature's Solitary Boast

—

Mary, the Mother of God

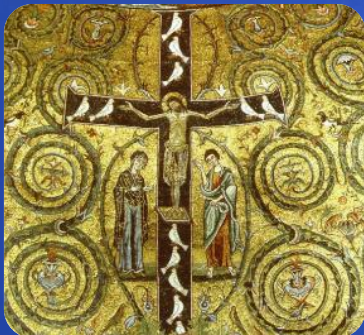


LESSON FIVE:

The Indispensable Men —

Peter, Paul and

The Missionary Adventure



LESSON SIX:

A Body Both Suffering and Glorious

—

The Mystical Union of Christ
and the Church



LESSON SEVEN:

*Word Made Flesh, True Bread of Heaven –
The Church's Sacrament
and Worship*



LESSON EIGHT:

*A Vast Company of Witnesses–
The Communion of Saints*



LESSON NINE:

*The Fire of His Love –
Prayer and the Life
of the Spirit*



LESSON TEN:

*World Without End –
The Last Things*



Program Structure Options

Program Structure Options

Foundational: 22 sessions for a wide variety of participants

Intensive: 12 sessions for experienced participants who are willing to put in more time and effort

Streamline: 12 sessions for those, who want to experience the series without work outside of class

Program Options	FOUNDATIONAL 22 Sessions	INTENSIVE 12 Sessions	STREAMLINE 12 Sessions
Participant Profile	<ul style="list-style-type: none"> • Lay ministers/leaders • Diaconate • RCIA • Mature teens and college students • May be new to adult formation • Need shorter sessions 	<ul style="list-style-type: none"> • Same but with more experience in adult formation/Bible Study • Willing to spend at least two hours preparing lessons 	<ul style="list-style-type: none"> • Curious adults or those exploring the Faith • Can't commit much time outside of the session
Session time	60 minutes	2-2 ½ hours	90 minutes
Structure	<ul style="list-style-type: none"> • Sessions alternate between watching DVD and discussing study guide questions • Allows enough time to truly absorb each lesson with reasonable prep 	<ul style="list-style-type: none"> • DVD and in-depth discussion of study guide in each session. • Requires significant preparation and time commitment. 	<ul style="list-style-type: none"> • Watch DVD and discuss study guide questions spontaneously • No question prep before session
Preparation	Alternating preparation for DVD and discussion sessions	For each session, Prepare for DVD and discussion	Review study guide briefly



Study Program Materials

Optimal Program

Each parish should purchase one Study Program Leader's Kit, plus one Study Guide/Workbook for each participant

- Full complement of resources to host the program
- Individual materials critical to achieve optimal catechesis: deep dive for understanding and retention to solidify personal faith and equip for evangelization

"Go and make disciples of all nations."

--Matthew 28:19

Shel Conner, California rep

“My friends and I have been meeting every Wednesday night for three years to study our Catholic faith. When Fr. Barron's CATHOLICISM came out, we decided to do his program. When I ordered the material, my friends suggested that we skip the study guides because 'the ones we have used with other programs have proven so boring and we never get anything out of them'.

Well, I went ahead and ordered one just for myself, sharing aloud what the Study Guide said, and reading aloud the Catechism and Scripture recommended readings. By the second episode, all the others wanted their own copies of the Study Guide because it adds so much to our understanding of the rich material! The content is so very exciting and profound that they want to study more on their own at home!”

Study Program Leader's Kit

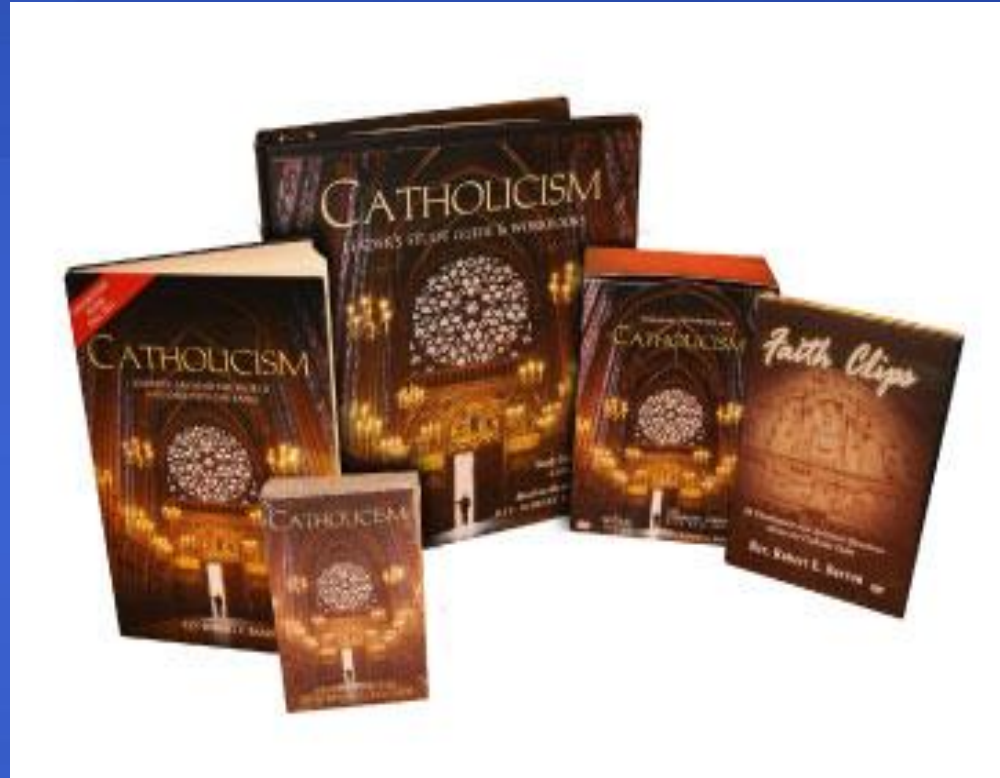
- DVD Set
- Leader's Study Guide with Facilitator's Guide and Extended Answer Key
- 40 Prayer Cards

Leadership Resources:

- *CATHOLICISM: A Journey to the Heart of the Faith*
- Faith Clips (50 most FAQs)
- Dedicated email address for questions to be answered by WOF priest

Bonus:

15% discount for participants to own their own DVD box set



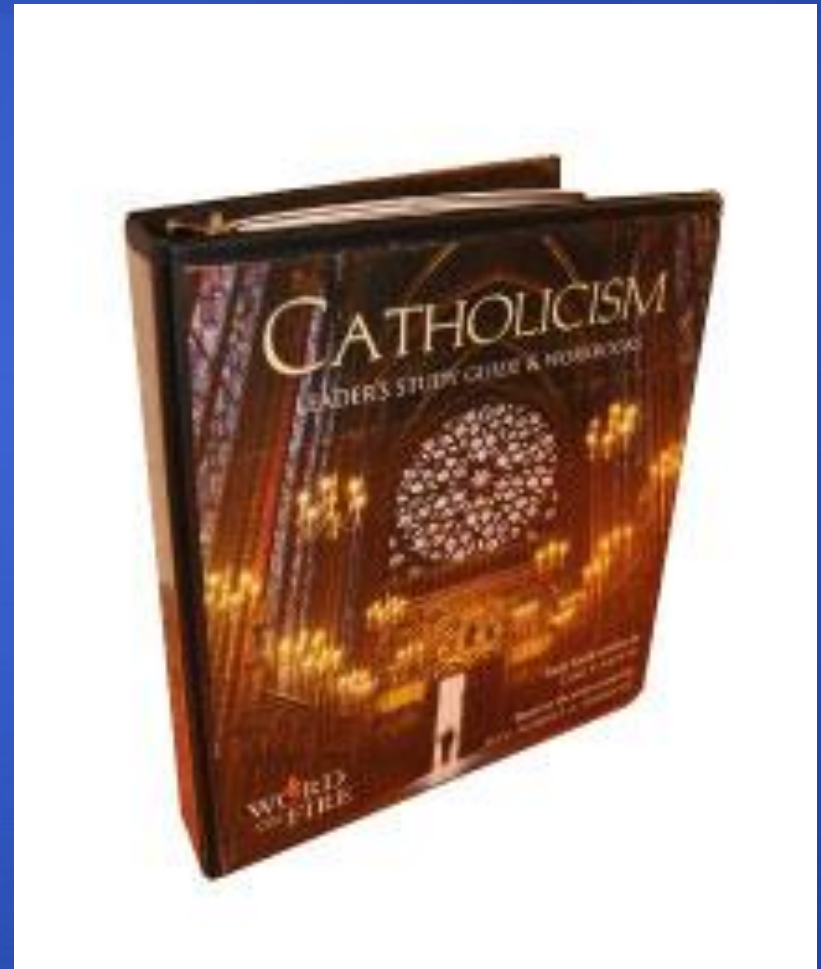
Retail Price: \$249.95₃₁

Participant Study Guide/Workbook

- Each participant needs guide
- Extensive commentary on the theological content of each DVD episode
- Questions for Understanding:
 - Reinforce topics in the DVD
 - References Scripture and the *Catechism of the Catholic Church*
- Questions for Application help your group reflect on and connect the program content to their own lives.

Retail Price: \$34.95

(Can return if unopened)



Special Products

1. *Study Program Leader's Kit without DVDs*

- For parishes that have DVDs already
- Retail Cost: \$99.95

2. *Extra Leader's Binders*

- Once parishes have purchased Leader's Kit, they can buy extra binders for group leaders
- Retail cost: \$44.95



Sales Opportunity

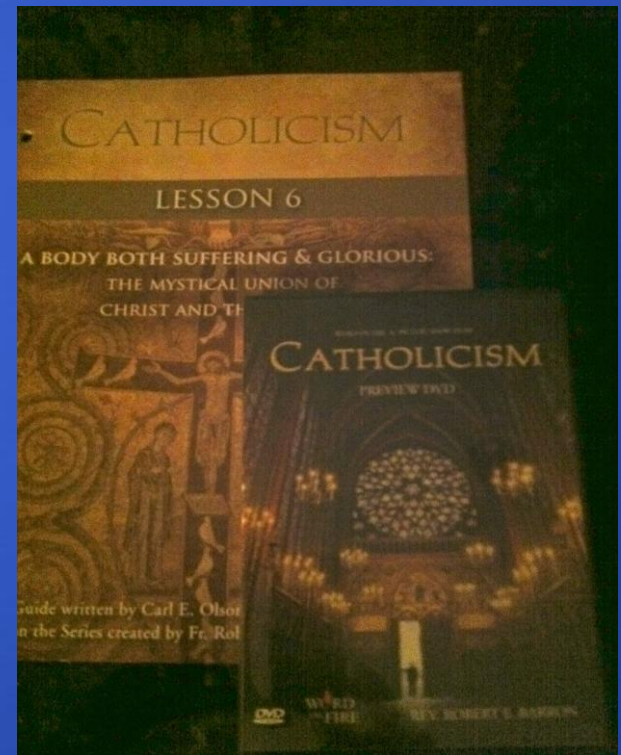
Exclusive Customer Incentives

- **Order \$100+** : Free CD, plus FREE Shipping
- **Order \$200+**: 5 free CDs or FREE YOUCAT, plus FREE Shipping
- **Order \$500+**: 20 free CDs or 2 free YOUCATS, plus FREE shipping

LCM Rep Sample Kit

Economical sample for each parish sales call

- Preview DVD: Series highlights, trailer and Episode 6: *Mystical Union of Christ and the Church*
- Study Guide Lesson 6
- Detailed brochure
- Your Cost: \$6.50 + shipping
- Order through Net Suite



CATHOLICISM Preview Kit

For parishes that need a closer, hands-on look or want to host a screening to promote interest in the Series or Study Program

Also, you could purchase one to lend to a parish that is not ready to buy the full program yet



Contains:

- Two episodes: "Amazed and Afraid" and "Mystical Union of Christ and the Church"
- Study guide for Lesson 1: "Amazed and Afraid"
- Promotional materials and instructions for a screening

Retail Price: \$24.95

Online Resources

- WordOnFire.org
- CatholicismSeries.com
- Study Program page on both sites
- Show highlight reel with Father Barron's comments on the Study Program to your parishes

Additional Product Info

1. DVDs currently include Spanish dubbing and both Spanish and English sub-titles.
 - English subtitles appropriate for closed-captioning
 - Spanish study materials (written) will be available early 2012
2. Any CATHOLICISM product is available for you to sell.
 - For a complete list of CATHOLICISM products, please go to: <http://www.wordonfire.org/WOF-Store/Catholicism.aspx>
 - Please ask Kathy Wolf to put product on NetSuite
3. Volume discounts are available for bulk orders of any one item:
 - | 20-99: 15% | 100-249: 20% | 250-499: 25% | 500+: 30%

WORD ON FIRE



ADULT FORMATION PROGRAMS
THAT BETTER EQUIP YOUR PARISHIONERS TO
Know, Love AND Serve
THE LORD

Distributed by



Adult Formation Presentation Folder

- Summary of all Word On Fire Adult Formation Programs
- Background of Word on Fire
- Bio of Father Barron

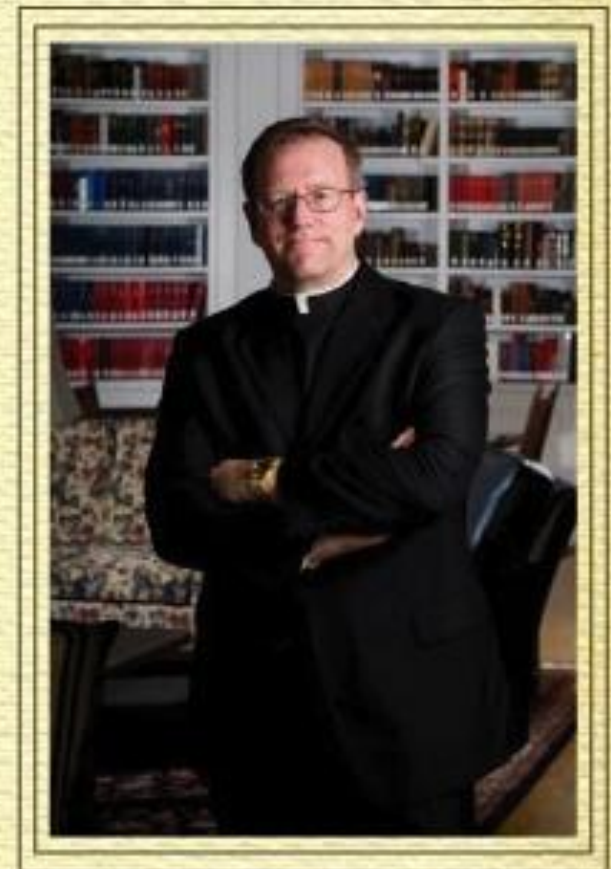
*Available on Net Suite
\$2.50 + shipping*

Creator and Host of CATHOLICISM

Founder and Director of *Word On Fire*

FATHER ROBERT BARRON

- ✦ Professor of Systematic Theology who holds the *Cardinal George Chair of Faith and Culture* at University of St. Mary of the Lake Seminary in Mundelein, Illinois.
- ✦ Prominent Author and Speaker
 - National conferences
 - Prestigious universities: Pontifical North American College at the Vatican; Pontifical University of St. Thomas Aquinas (Rome); Notre Dame.
 - Numerous Catholic TV and radio stations
 - Over 150 YouTube commentaries on Christ and the culture



Suggest After CATHOLICISM

Advent: CONVERSION

Lent: *Seven Deadly Sins/ Seven Lively Virtues*

Easter: EUCHARIST

Ordinary Time: Untold Blessing;
Three Paths to
Holiness

**On-going
Resource:**

Faith Clips

